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| **Activity 2.2.1Problem Statement to Statement of Purpose** |

Introduction

Your team has chosenthe problem you will address, but what are you actually going to do or accomplish? There is value in having both a problem statement and a statement of purpose. For some, knowing the specific problem to be solved (problem statement) has value, while others want to know what will be done to solve the problem (statement of purpose). Writing a statement of purpose will give your team an opportunity to refine your goal and create a succinct statement to convey the purpose of your efforts. You might think of the statement of purpose as an elevator pitch. In other words, what would you say to someone you just met in an elevator to explain what you are working on in the time it takes to ride the elevator from the first floor to the top of the building?

Equipment

    Problem Statement to Statement of Purpose presentation

Procedure

Your team will translate your problem statement into a statement of purpose. Use the guidelines from the Problem Statement to Statement of Purpose presentation to help create the statement of purpose. The statement will be useful for direction and for documentation going forward.

**A Statement of Purpose**

         Is short, focused, and direct (+/- 20 words)

         Is clear enough to make sense to a general audience

         Delivers the essential points

         Answers the question, “What are you going to do?”

         Begins with a verb

Statement of purpose: Provide flat, women’s shoes with a gum resistant material to protect the bottom of the shoe.